

ESTTA Tracking number: **ESTTA754964**

Filing date: **06/28/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Applicant:	<b>Effective Brands Limited</b>
Application Serial Number:	<b>86834695</b>
Application Filing Date:	<b>11/30/2015</b>
Mark:	<b>EFFECTIVEBRANDS</b>
Date of Publication	<b>06/07/2016</b>

## **First 90 Day Request for Extension of Time to Oppose for Good Cause**

Pursuant to 37 C.F.R. Section 2.102, Grey Global Group LLC, 200 Fifth Avenue, New York, NY 10010, UNITED STATES, a limited liability company, organized under the laws of Delaware, respectfully requests that it be granted a 90-day extension of time to file a notice of opposition against the above-identified mark for cause shown.

Potential opposer believes that good cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 07/07/2016. Grey Global Group LLC respectfully requests that the time period within which to file an opposition be extended until 10/05/2016.

Respectfully submitted,

/lea/

06/28/2016

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